

HASSLE FREE HOLIDAYS

DEVELOPER : Pro-invest Developments Pty Ltd
BUILDER : ADCO Constructions
ARCHITECT : Reid Campbell
INTERIOR DESIGNER : Joseph Pang Design Consultants
PROJECT MANAGER : Tactical Group
STRUCTURAL ENGINEER : Van Der Meer
CONSTRUCTION VALUE : \$35 million

The new Holiday Inn Express Adelaide City Centre provides easy accessibility to Adelaide's city centre and features 245 well-designed rooms equipped with everything you need for a great stay.

Pro-invest Group is a boutique investment firm specialising in private equity real estate and real estate asset management. Pro-invest Developments is the division within the group responsible for the development of assets, which have been invested in on behalf of its partners and international investors.

Holiday Inn Express Adelaide City Centre is a prime example of its development activities and makes this the third of its kind that's been brought to fruition. Holiday Inn Express Sydney, Macquarie Park and Holiday Inn Express Brisbane Central are the other two. Six more projects are in the pipeline.

Holiday Inn Express Adelaide City Centre has 245 rooms that cater to business and leisure travelers, delivering high-quality furnishings within a thoughtful building design. The development features a multi-purpose space for breakfast, meetings, working and relaxing, self-service laundry facilities and a fitness center.

Tim Sherlock, Managing Director of Pro-invest Developments said that the company had actively searched for sites in Adelaide for the Holiday Express Inn.

"We often have possible sites brought to us by agents and we then perform our due diligence using our internal resources to acquire the sites. Pro-invest then uses its own people to manage an external consultant team of project managers, architects, interior designers and engineers to bring developments through to completion."

The Pro-invest Australian Hospitality Fund owns the hotel and through Pro-invest Hotels Group, manages the hotels under a franchise agreement with InterContinental Hotel Group.

Commenting on the Adelaide project, Tim said that the main challenges were the

ground conditions, tight access to the site and the proximity to the heritage hotel next door which required careful management.

Pro-invest currently has more than 600 rooms in standing assets with another 1,500 rooms in various stages of development with Holiday Inn Express Newcastle, two Holiday Inn Express hotels in Melbourne, a Holiday Inn Express in Queenstown, New Zealand and a dual Holiday Inn Express and EVEN Hotel development in early stages of development planning in Auckland.

Pro-invest works with highly regarded industry partners as well as with local and state governments in order to make its developments successful.

Tim said that Pro-invest Developments' brings financial strength, management experience and resources that help drive developments forward. "As a small and privately owned firm, we are highly responsive to market needs and are able to implement quick solutions on projects in order to ensure project delivery."

Pro-invest's head office is located in Sydney and its Australian team provides a holistic service to onshore and offshore clients through its knowledge of both the local development process and offshore structuring.

"With on-the-ground presence in Australia, the Middle East and Europe, we provide

unique investment opportunities with attractive risk-adjusted returns to both private clients and institutional investors," Ronald Barrott, CEO and Chairman of Pro-invest Group. "Our people have extensive knowledge in development and hotels operations and hence having both arms of the business inhouse allows us to maximise risk adjusted returns for our investors."

Pro-invest Hotels Group, in collaboration with InterContinental Hotels Group (IHG), is currently supporting Pro-invest Developments in the sourcing of hotel sites for the development of Holiday Inn Express hotels and will lead the operational management of all the hotel assets under Pro-invest Group's ownership.

"The development of the international and domestic travel and accommodation business has been one of the outstanding growth areas in the last 20 years and everything points to continued expansion," Phil Kasselis, Head of Pro-invest Hotels Group added. "Pro-invest Group, is ideally positioned to participate in the dynamic growth in this sector in cooperation with our industry partners."

For more information contact Pro-invest Group, Suite 9.01, Level 9, 20 Hunter Street, Sydney NSW 2000, phone 02 9237 6900, email info@proinvestgroup.com, website www.proinvestgroup.com



A POSITIVE SIGN

Signcraft Pty Ltd is a national market-leading signage company specialising in re-brands, new developments and multi-site roll-outs.

A highlight of its recent achievements is the provision of all external signage at the Holiday Inn Express Adelaide situated in the vibrant north-west quarter of the city's central business district.

Signcraft is an end to end brand partner working with its clients to develop and deliver unique and innovative solutions that bring their clients brands to life. Signcraft's four key service offerings of Consult, Design, Create and Enhance take its clients on a brand journey that empowers the client to speak directly to their target audience whilst providing a premium branding environment to help them stand up above the noise.

Headquartered in Melbourne, Signcraft provides incredible reach with six manufacturing sites nationally and over 230 employees. Signcraft's brand obsessed culture and scale of expertise provides unmatched service to its major clients with a national footprint. Signcraft is also a key partner for the Australian Open for over 10 years. Signcraft works

with a dynamic customer landscape from national and international brands to small and medium enterprises. The bigger the challenge the more Signcraft shines.

Signcraft's Senior Business Development Manager, Travis McKenzie, said that in today's fast-moving and competitive marketplace, every business has to stand out from its competitors in order to survive and grow. "Signcraft's commitment is to ensure every client is equipped with a branding environment that enables them to stand up above the noise."

Signcraft has over 46 years of experience and has developed a complete end to end service offering with a focus on build-ability. Travis said new technologies and new fabrications are transforming the way signage is designed and manufactured. "Signcraft imagines, creates and amplifies its clients brand messaging with unrivalled capability."

Currently Signcraft is working with major Australian businesses such as Holden, Mazda, Toyota, Woolworths, Westfield, Multiplex and Lendlease, to name a few. This gives new clients a sense of comfort knowing that businesses with complex and comprehensive due diligence requirements have signed on with Signcraft.

For more information contact Signcraft Pty Ltd, 580-598 Kororoit Creek Road, Altona North VIC 3025, phone 03 9360 6222, fax 03 9931 0811, email info@signcraft.com.au, website www.signcraft.com.au



PICTURE PERFECT

The new Holiday Inn Express in Adelaide's city centre boasts first-class paintwork produced by PLG Painting Services Pty Ltd, one of Adelaide's finest quality painting contractors.

PLG Painting were responsible for all internal and external painting across the 10-levels and 245 rooms. Founder and Director, Peter Giamarelos said that the company dedicated 10 of its 20 employees to the project, with his son Apostoli as Site Manager.

"We are well-equipped to manage projects of this size. However we were given tight deadlines, so we made sure we had the staff resources committed to the job in order to complete all painting within schedule without compromising our quality standards and the finishes required."

Special painted finishes were applied to the Grand Staircase which is an outstanding feature within the hotel's public area. "Our experience, technical knowledge and attention allow us to undertake all speciality work as well as large-scale projects," Peter explained.

In business for 32 years, PLG Painting is in demand by builders and developers across the greater Adelaide area and throughout South Australia due to its reputation for high quality and consistent performance in painted finishes across all surfaces and materials.

"We were very pleased to be able to showcase our workmanship on this prominent Adelaide building," Peter commented.

Other major projects being undertaken by PLG Painting include Bohem Apartments, a residential development in Adelaide's West End, the Regis Burnside Lodge aged care facility, the Barossa Precinct development and Stages 2 and 3 of The Minda apartment complex.

For more information contact PLG Painting Pty Ltd, 26 Lysle Street, Brooklyn Park SA 5032, phone 08 8352 8180, mobile (Peter) 0412 807 393, email plg@netspace.net.au